

In the Claims

Claims 4 and 22 are canceled without prejudice.

Claims 1-3 and 5-21 are amended.

5 Claims 1-3 and 5-21 remain in the application and are listed as follows:

1. (Currently Amended) A ~~computer-implemented method for playing rich media presentations within an internet browser~~ comprising:

10 automatically determining when ~~the~~ an internet browser ~~operating on~~ of a network device on a network has requested access to a rich media presentation;
 detecting one or more attributes relating to rich media presentation capabilities of ~~the internet browser, or the network device, or one or both of the~~ internet browser and the network device; ~~wherein,~~ the one or more attributes is including at least one of: an operating system type attribute, a plug-in attribute;
15 a browser type attribute, a firewall attribute, a monitor setting attribute; a language attribute; a bandwidth attribute ~~and~~ or a protocol attribute;

 selecting an appropriate rich media presentation to be ~~provided~~ sent to the internet browser ~~on the network device~~ from among a plurality of rich media presentations based on the detected one or more attributes ~~of the internet browser, or the network device, or the internet browser and the network device rich media presentation capabilities; and~~

20 presentation capabilities; and

~~providing~~ causing the selected rich media presentation to be sent to the
internet browser;~~and~~

~~automatically playing the provided rich media presentation within the~~
~~internet browser on the device.~~

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2. (Currently Amended) The method of Claim 1, wherein detecting the one
or more attributes ~~includes~~ comprises detecting two or more attributes from: an
operating system type attribute, a plug-in attribute; a browser type attribute, a
firewall attribute, a monitor setting attribute; a language attribute; a bandwidth
10 attribute ~~and~~ or a protocol attribute.

3. (Currently Amended) The method of Claim 2, further comprising
determining when ~~the internet browser, or the network device, or one or both of the~~
internet browser and the network device supports playing the rich media
15 presentation;~~and when, optimizing; configuring~~ the rich media presentation ~~for the~~
~~internet browser, or the network device, or the internet browser and the network~~
~~device~~ based on the detected attributes when a determination is made that playing
of the rich media presentation is supported; otherwise, ~~displaying an alternate~~
causing a supported presentation that to be sent to the internet browser, or the
20 ~~network device, or the internet browser and the network device supports.~~

4. (Canceled)

5. (Currently Amended) The method of Claim 3, further comprising ~~providing~~ allowing a client ~~the ability~~ to modify one or more characteristics associated with the rich media presentation.

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6. (Currently Amended) The method of Claim 5, wherein ~~providing~~ causing the selected rich media presentation to be sent to the network device; ~~further~~ comprises utilizing an ad serving engine.

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7. (Currently Amended) The method of Claim 5, wherein ~~providing~~ causing the selected rich media presentation to be sent to the network device; ~~further~~ comprises using an email serving engine.

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8. (Currently Amended) The method of Claim 5, further comprising ~~delivering~~ causing an image to be delivered to the network device ~~that is displayed~~ for display on the network device at a location relating to the rich media presentation.

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9. (Currently Amended) The method of Claim 5, wherein ~~generating the~~ selecting the appropriate rich media presentation ~~for the device, further~~ comprises: ~~generating~~ selecting a virtual player ~~optimized~~ configured for the network device;

~~generating~~ selecting a presentation package ~~optimized~~ configured for the network device; and

~~generating the~~ selecting a media package for the network device.

5 10. (Currently Amended) ~~A computer-readable medium having computer~~
~~executable instructions embodied thereon, comprising~~ One or more computer
readable media comprising instructions that are executable to:

 automatically ~~determining~~ determine when a rich media presentation is
accessed; ~~wherein the rich media presentation is presented within a banner ad within~~
10 by an internet browser on a network device that is when the network device is
coupled to a network;

~~detecting~~ detect one or more attributes relating to ~~media play back~~ rich media
presentation capabilities of ~~the internet browser, or the network device, or one or~~
both of the internet browser and the network device ~~that is coupled to the network;~~
15 ~~wherein,~~ the one or more attributes is including at least one of: an operating system
type attribute, a plug-in attribute; a browser type attribute, a firewall attribute, a
monitor setting attribute; a language attribute; a bandwidth attribute ~~and~~ or a
protocol attribute; and

~~providing~~ cause the rich media presentation to be sent to the internet
20 browser ~~on the device;~~ and

~~automatically playing the provided rich media presentation within the~~
~~internet browser on the device.~~

11. (Currently Amended) The ~~computer-readable medium~~ one or more
computer readable media of Claim 10, further comprising ~~determining~~
instructions that are executable to determine when ~~the internet browser, or the~~
5 ~~device, or~~ one or both of the internet browser and the network device supports
playing the rich media presentation, ~~and when, optimizing; configure~~ the rich
media presentation ~~for the internet browser, or the device, or the internet browser~~
~~and the device~~ based on the detected attributes when a determination is made that
playing of the rich media presentation is supported; otherwise, ~~providing the~~
10 ~~internet browser on the device with with an alternate presentation of the~~ cause a
supported rich media presentation to be sent to the internet browser.

12. (Currently Amended) The ~~computer-readable medium~~ one or more
computer readable media of Claim 11, ~~performing an action when the banner ad is~~
15 ~~selected~~ wherein the rich media presentation is configured to be presented within a
banner ad that is selectable to cause an action to be performed.

13. (Currently Amended) The ~~computer-readable medium~~ one or more
computer readable media of Claim 12, wherein ~~providing the rich media~~
20 ~~presentation to the internet browser on the device, further comprises utilizing the~~
instructions cause an ad serving engine to send the rich media presentation.

14. (Currently Amended) The ~~computer-readable medium~~ one or more computer readable media of Claim 12, wherein ~~providing the rich media presentation to the internet browser on the device,~~ further comprises using the instructions cause an email serving engine to send the rich media presentation.

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15. (Currently Amended) The ~~computer-readable medium~~ one or more computer readable media of Claim 12, further comprising instructions that are executable to cause an image to be delivered to the network device ~~that is displayed for display~~ on the network device at a location relating to the rich media presentation.

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16. (Currently Amended) A system for providing a rich media presentation to a network device over a network, comprising:

~~a processor and a computer-readable medium;~~

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~~an operating environment stored on the computer-readable medium and executing on the processor;~~

~~a communication connection device operating under the control of the operating environment;~~

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a processor operable to implement a rich media presentation application ~~operating under the control of the operating environment and operative to perform actions, including~~ comprising:

automatically determining when the rich media presentation is accessed ~~within~~
by an internet browser on a the network device ~~that is coupled to a network;~~

detecting one or more attributes relating to ~~media play back~~ rich media
presentation capabilities relating to ~~the internet browser, or the device, or one or~~
5 both of the internet browser and the network device; ~~wherein,~~ the one or more
attributes is including at least one of: an operating system type attribute, a plug-in
attribute; a browser type attribute, a firewall attribute, a monitor setting
attribute; a language attribute; a bandwidth attribute ~~and~~ or a protocol attribute;

selecting an appropriate rich media presentation to be provided to the internet
10 browser from among a plurality of rich media presentations based on the detected
one or more attributes; and

~~providing~~ causing the selected rich media presentation to be sent to the
internet browser ~~on the device;~~ and

~~automatically playing the rich media presentation within the internet~~
15 ~~browser on the device.~~

17. (Currently Amended) The system of Claim 16, wherein the rich media
presentation application actions further comprises determining when ~~the internet~~
~~browser, or the device, or one or both of~~ the internet browser and the network device
20 supports playing the rich media presentation, ~~and when, optimizing;~~ configuring
the rich media presentation ~~for the internet browser, or the device, or the~~
~~internet browser and the device~~ based on the detected attributes when a

determination is made that playing of the rich media presentation is supported;
otherwise, ~~providing the internet browser on the device with an alternate~~
~~presentation of the rich media presentation~~ causing a supported presentation to be
sent to the internet browser.

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18. (Currently Amended) The system of Claim 17, wherein ~~when~~ the rich
media presentation is configured to be presented within a banner ad, ~~further~~
~~comprises making the banner ad that is~~ selectable by the network device; and
~~performing an action when the banner ad is selected~~ to cause an action to be
10 performed.

19. (Currently Amended) The system of Claim 17, wherein ~~providing~~
causing the rich media presentation to be sent to the internet browser ~~on the~~
~~device, further~~ comprises utilizing an ad serving engine.

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20. (Currently Amended) The system of Claim 17, wherein ~~providing~~
causing the rich media presentation to be sent to the internet browser ~~on the~~
~~device, further~~ comprises using an email serving engine.

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21. (Previously Presented) The system of Claim 17, further comprising
~~delivering~~ causing an image to be delivered to the internet browser ~~on the device that~~

is, the image being configured to be displayed within the internet browser ~~on the~~
~~device~~ at a location relating to the rich media presentation.

22. (Canceled)

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